

DUPLICATE

INVOICE



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
Main: (502)893-3671
Billing: (410)338-6432

www.wlky.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

Invoice #	Invoice Date	Invoice Month	Invoice Period
954001-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	995

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954001	07905339

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	09/27/12	NewsChannel 32 5a-53	5a-530a	-TWT---	:30	2	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 2 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Tu 09/25/12 NewsChannel 32 5a-53 5a-530a :00 \$325.00 NM See MG 1.3									
2 WLKY Th 09/27/12 5:11 AM NewsChannel 32 5a-53 5a-530a :30 INSNTV02GP \$325.00 NM									
3 WLKY Th 09/27/12 5:28 AM NewsChannel 32 5a-53 5a-530a :30 INSNTV02GP \$325.00 NM									
MG for 1.1 09/25									
3	09/26/12	09/28/12	NewsChannel 32 530a-	530a-6a	--W-F--	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --W-F-- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY W 09/26/12 5:48 AM NewsChannel 32 530a- 530a-6a :30 INSNTV02GP \$450.00 NM 1 WLKY F 09/28/12 5:40 AM NewsChannel 32 530a- 530a-6a :30 INSNTV02GP \$450.00 NM									
4	09/25/12	09/27/12	NewsChannel 32 6a-7a	6a-7a	-TWT---	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Tu 09/25/12 NewsChannel 32 6a-7a 6a-7a :00 \$500.00 NM See MG 4.3									
3 WLKY Th 09/27/12 6:29 AM NewsChannel 32 6a-7a 6a-7a :30 INSNTV02GP \$500.00 NM									
MG for 4.1 09/25									
2 WLKY Th 09/27/12 6:48 AM NewsChannel 32 6a-7a 6a-7a :30 INSNTV02GP \$500.00 NM									
6	09/25/12	09/27/12	Early Show 1	7a-8a	-TWT---	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 Early Show 1 7a-8a :00 \$350.00 NM See MG 6.3									
3 WLKY Th 09/27/12 7:28 AM Early Show 1 7a-8a :30 INSNTV02GP \$350.00 NM									
MG for 6.2 09/25									
1 WLKY Th 09/27/12 7:59 AM Early Show 1 7a-8a :30 INSNTV02GP \$350.00 NM									



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Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/25/12	09/27/12	Early Show 1	7a-8a	-TWT---	:30	2	\$350.00	NM
8	09/25/12	09/27/12	Early Show 2	8a-9a	-TWT---	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 8:25 AM Early Show 2 8a-9a :00 \$250.00 NM See MG 8.3 1 WLKY Th 09/27/12 8:25 AM Early Show 2 8a-9a :30 INSNTV02GP \$250.00 NM 3 WLKY Th 09/27/12 8:48 AM Early Show 2 8a-9a :30 INSNTV02GP \$250.00 NM MG for 8.2 09/25									
10	09/25/12	09/28/12	Anderson	9-10a	-TWTF--	:30	4	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWTF-- 4 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 9:30 AM Anderson 9-10a :00 \$150.00 NM See MG 10.5 3 WLKY W 09/26/12 9:30 AM Anderson 9-10a :30 INSNTV02GP \$150.00 NM 4 WLKY Th 09/27/12 9:28 AM Anderson 9-10a :30 INSNTV02GP \$150.00 NM 5 WLKY F 09/28/12 9:46 AM Anderson 9-10a :00 \$150.00 NM Credited 1 WLKY F 09/28/12 9:46 AM Anderson 9-10a :30 INSNTV02GP \$150.00 NM									
12	09/25/12	09/27/12	Let's Make a Deal	10a-11a	-TWT---	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 9:59 AM Let's Make a Deal 10a-11a :00 \$300.00 NM See MG 12.3 3 WLKY Th 09/27/12 9:59 AM Let's Make a Deal 10a-11a :30 INSNTV02GP \$300.00 NM MG for 12.2 09/25 1 WLKY Th 09/27/12 10:24 AM Let's Make a Deal 10a-11a :30 INSNTV02GP \$300.00 NM									
14	09/26/12	09/28/12	Price is Right	11a-12p	--W-F--	:30	2	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --W-F-- 2 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY W 09/26/12 10:59 AM Price is Right 11a-12p :30 INSNTV02GP \$550.00 NM 2 WLKY F 09/28/12 11:32 AM Price is Right 11a-12p :30 INSNTV02GP \$550.00 NM									
16	09/25/12	09/28/12	M-F NewsChannel 32 N	12p-1p	-TWTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 12:27 PM M-F NewsChannel 32 N 12p-1p :30 INSNTV02GP \$400.00 NM 1 WLKY W 09/26/12 12:41 PM M-F NewsChannel 32 N 12p-1p :30 INSNTV02GP \$400.00 NM 4 WLKY Th 09/27/12 12:27 PM M-F NewsChannel 32 N 12p-1p :30 INSNTV02GP \$400.00 NM 3 WLKY F 09/28/12 12:53 PM M-F NewsChannel 32 N 12p-1p :30 INSNTV02GP \$400.00 NM									
18	09/25/12	09/28/12	Access Hollywood	1-130p	-TWTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWTF-- 4 \$250.00									

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Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	09/25/12	09/28/12	Access Hollywood	1-130p	- TWTF - -	:30	4	\$250.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	Tu	09/25/12	1:13 PM	Access Hollywood	1-130p	:30	INSNTV02GP	\$250.00 NM
1	WLKY	W	09/26/12	1:28 PM	Access Hollywood	1-130p	:30	INSNTV02GP	\$250.00 NM
3	WLKY	Th	09/27/12	1:10 PM	Access Hollywood	1-130p	:30	INSNTV02GP	\$250.00 NM
4	WLKY	F	09/28/12	1:17 PM	Access Hollywood	1-130p	:30	INSNTV02GP	\$250.00 NM
20	09/25/12	09/27/12	Bold and the Beautif	130p-2p	- T- T- - -	:30	2	\$250.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- T- T- - -	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	09/25/12	1:29 PM	Bold and the Beautif	130p-2p	:30	INSNTV02GP	\$250.00 NM
2	WLKY	Th	09/27/12	1:29 PM	Bold and the Beautif	130p-2p	:30	INSNTV02GP	\$250.00 NM
22	09/26/12	09/28/12	The Talk	2p-3p	- - W- F- -	:30	2	\$250.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- - W- F- -	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	W	09/26/12	2:28 PM	The Talk	2p-3p	:30	INSNTV02GP	\$250.00 NM
1	WLKY	F	09/28/12	2:28 PM	The Talk	2p-3p	:30	INSNTV02GP	\$250.00 NM
24	09/26/12	09/28/12	Young & The Restless	4p-5p	- - W- F- -	:30	2	\$750.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- - W- F- -	2	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	W	09/26/12	3:59 PM	Young & The Restless	4p-5p	:30	INSNTV02GP	\$750.00 NM
1	WLKY	F	09/28/12	4:25 PM	Young & The Restless	4p-5p	:30	INSNTV02GP	\$750.00 NM
25	09/25/12	09/27/12	M-F NewsChannel 32	5p-6p	- T- T- - -	:30	2	\$750.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- T- T- - -	2	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	09/25/12	5:38 PM	M-F NewsChannel 32	5p-6p	:30	INSNTV02GP	\$750.00 NM
2	WLKY	Th	09/27/12	5:26 PM	M-F NewsChannel 32	5p-6p	:30	INSNTV02GP	\$750.00 NM
27	09/25/12	09/27/12	M-F NewsChannel 32 6	6p-630p	- T- T- - -	:30	2	\$800.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- T- T- - -	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	09/25/12	6:12 PM	M-F NewsChannel 32 6	6p-630p	:30	INSNTV02GP	\$800.00 NM
2	WLKY	Th	09/27/12	6:21 PM	M-F NewsChannel 32 6	6p-630p	:30	INSNTV02GP	\$800.00 NM
29	09/25/12	09/27/12	M-F CBS Evening News	630p-7p	- T- T- - -	:30	2	\$1,250.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	- T- T- - -	2	\$1,250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	09/25/12	6:59 PM	M-F CBS Evening News	630p-7p	:30	INSNTV02GP	\$1,250.00 NM
2	WLKY	Th	09/27/12	6:59 PM	M-F CBS Evening News	630p-7p	:30	INSNTV02GP	\$1,250.00 NM
31	09/26/12	09/28/12	Wheel of Fortune	7p-730p	- - W- F- -	:30	2	\$1,200.00	NM

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Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --W-F-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY W 09/26/12 7:17 PM Wheel of Fortune 7p-730p :30 INSNTV02GP \$1,200.00 NM 2 WLKY F 09/28/12 7:13 PM Wheel of Fortune 7p-730p :30 INSNTV02GP \$1,200.00 NM									
33	09/25/12	09/27/12	Jeopardy	730p-8p	-T-T---	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -T-T--- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Tu 09/25/12 7:35 PM Jeopardy 730p-8p :30 INSNTV02GP \$1,400.00 NM 2 WLKY Th 09/27/12 7:43 PM Jeopardy 730p-8p :30 INSNTV02GP \$1,400.00 NM									
35	09/25/12	09/27/12	M-Su NewsChannel 32	11p-1135p	-T-T---	:30	2	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -T-T--- 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 11:34 PM M-Su NewsChannel 32 11p-1135p :30 INSNTV02GP \$1,100.00 NM 1 WLKY Th 09/27/12 11:33 PM M-Su NewsChannel 32 11p-1135p :30 INSNTV02GP \$1,100.00 NM									
36	09/25/12	09/25/12	NCIS	8p-9p	-T-----	:30	1	\$3,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -T----- 1 \$3,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Tu 09/25/12 8:50 PM NCIS 8p-9p :30 INSNTV02GP \$3,800.00 NM									
37	09/26/12	09/26/12	Criminal Minds	9p-10p	--W----	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --W---- 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY W 09/26/12 9:34 PM Criminal Minds 9p-10p :30 INSNTV02GP \$2,800.00 NM									
39	09/28/12	09/28/12	CSI NY	8p-9p	----F--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 ----F-- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY F 09/28/12 8:47 PM CSI NY 8p-9p :30 INSNTV02GP \$1,800.00 NM									
40	09/29/12	09/29/12	NewsChannel32 Sa 5a-	5a-6a	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Sa 09/29/12 5:23 AM NewsChannel32 Sa 5a- 5a-6a :30 INSNTV02GP \$250.00 NM									
41	09/29/12	09/29/12	NewsChannel 32 Sa 6a	6a-8a	-----S-	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Sa 09/29/12 6:41 AM NewsChannel 32 Sa 6a 6a-8a :30 INSNTV02GP \$375.00 NM									
42	09/29/12	09/29/12	CBS Sat Morning News	8a-10a	-----S-	:30	1	\$375.00	NM

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Crossroads GPS	CROSSROADS GPS	995	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
42	09/29/12	09/29/12	CBS Sat Morning News	8a-10a	-----S-	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Sa 09/29/12 8:25 AM CBS Sat Morning News 8a-10a :30 INSNTV02GP \$375.00 NM									
43	09/29/12	09/29/12	Crimetime Sat	9p-10p	-----S-	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Sa 09/29/12 9:59 PM Crimetime Sat 9p-10p :30 INSNTV02GP \$750.00 NM									
44	09/29/12	09/29/12	Sports Saturday	1130p-12a	-----S-	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Sa 09/29/12 11:50 PM Sports Saturday 1130p-12a :30 INSNTV02GP \$450.00 NM									
45	09/30/12	09/30/12	NewsChannel32 Su 5a-	5a-6a	-----S	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 5:22 AM NewsChannel32 Su 5a- 5a-6a :30 INSNTV02GP \$250.00 NM									
46	09/30/12	09/30/12	NewsChannel 32 Su 6a	6a-7a	-----S	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 5:59 AM NewsChannel 32 Su 6a 6a-7a :30 INSNTV02GP \$350.00 NM									
47	09/30/12	09/30/12	NewsChannel 32 Su 7a	7a-8a	-----S	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 7:09 AM NewsChannel 32 Su 7a 7a-8a :30 INSNTV02GP \$450.00 NM									
48	09/30/12	09/30/12	NewsChannel 32 Su 8a	8a-9a	-----S	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 8:28 AM NewsChannel 32 Su 8a 8a-9a :30 INSNTV02GP \$700.00 NM									
49	09/30/12	09/30/12	CBS Sunday Morning	9a-1030a	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 8:58 AM CBS Sunday Morning 9a-1030a :30 INSNTV02GP \$1,000.00 NM									
50	09/30/12	09/30/12	Su 630p-7p News	630p-7p	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

DUPLICATE INVOICE

www.wlky.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
954001-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
50	09/30/12	09/30/12	Su 630p-7p News	630p-7p	-----S	:30	1	\$750.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Sa 09/29/12 7:34 PM COLLEGE FBALL Reg Season 9a-7:00pm :30 INSNTV02GP \$750.00 NM MG for 50.1 09/30 LR - Football 1 WLKY Su 09/30/12 Su 630p-7p News 630p-7p :00 \$750.00 NM See MG 50.2									
51	09/30/12	09/30/12	60 Min	7p-8p	-----S	:30	1	\$2,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -----S 1 \$2,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 7:55 PM 60 Min 7p-8p :30 INSNTV02GP \$2,800.00 NM									
52	09/30/12	09/30/12	Sun Extended Late N	1130p-1200am	-----S	:30	1	\$550.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -----S 1 \$550.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 11:37 PM Sun Extended Late N 1130p-1200am :30 INSNTV02GP \$550.00 NM									
53	09/25/12	09/27/12	M-F 430a-5a	430-5a	-TWT---	:30	2	\$150.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -TWT--- 2 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WLKY Tu 09/25/12 M-F 430a-5a 430-5a :00 \$150.00 NM See MG 53.3 3 WLKY Th 09/27/12 4:39 AM M-F 430a-5a 430-5a :30 INSNTV02GP \$150.00 NM MG for 53.2 09/25 1 WLKY Th 09/27/12 4:50 AM M-F 430a-5a 430-5a :30 INSNTV02GP \$150.00 NM									
54	09/30/12	09/30/12	NFL Game 2 (Double)	4p-7p	-----S	:30	1	\$2,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -----S 1 \$2,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY Su 09/30/12 5:37 PM NFL Game 2 (Double) 4p-7p :30 INSNTV02GP \$2,800.00 NM									
Total Spots							62		

Payment Terms 30 Days

Gross Total	\$44,550.00
Agency Commission	\$6,682.50
Net Amount Due	\$37,867.50

DUPLICATE

INVOICE



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
Main: (502)893-3671
Billing: (410)338-6432

www.wlky.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

Invoice #	Invoice Date	Invoice Month	Invoice Period
954001-2	10/07/12	October 2012	10/01/12 - 10/01/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	995

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954001	07905339

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/01/12	10/01/12	NewsChannel 32 5a-53	5a-530a	M-----	:30	1	\$325.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	5:09 AM	NewsChannel 32 5a-53	5a-530a	:30	INSNTV02GP	\$325.00 NM
5	10/01/12	10/01/12	NewsChannel 32 6a-7a	6a-7a	M-----	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	6:49 AM	NewsChannel 32 6a-7a	6a-7a	:30	INSNTV02GP	\$500.00 NM
7	10/01/12	10/01/12	Early Show 1	7a-8a	M-----	:30	1	\$350.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	7:29 AM	Early Show 1	7a-8a	:30	INSNTV02GP	\$350.00 NM
9	10/01/12	10/01/12	Early Show 2	8a-9a	M-----	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	8:45 AM	Early Show 2	8a-9a	:30	INSNTV02GP	\$250.00 NM
11	10/01/12	10/01/12	Anderson	9-10a	M-----	:30	1	\$150.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	9:32 AM	Anderson	9-10a	:30	INSNTV02GP	\$150.00 NM
13	10/01/12	10/01/12	Let's Make a Deal	10a-11a	M-----	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/01/12	10:24 AM	Let's Make a Deal	10a-11a	:30	INSNTV02GP	\$300.00 NM

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Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
954001-2	10/07/12	October 2012	10/01/12 - 10/01/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/01/12	10/01/12	Let's Make a Deal	10a-11a	M-----	:30	1	\$300.00	NM
15	10/01/12	10/01/12	Price is Right	11a-12p	M-----	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 10:58 AM Price is Right 11a-12p :30 INSNTV02GP \$550.00 NM									
17	10/01/12	10/01/12	M-F NewsChannel 32 N	12p-1p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 12:28 PM M-F NewsChannel 32 N 12p-1p :30 INSNTV02GP \$400.00 NM									
19	10/01/12	10/01/12	Access Hollywood	1-130p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 1:11 PM Access Hollywood 1-130p :30 INSNTV02GP \$250.00 NM									
21	10/01/12	10/01/12	Bold and the Beautif	130p-2p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 1:29 PM Bold and the Beautif 130p-2p :30 INSNTV02GP \$250.00 NM									
23	10/01/12	10/01/12	The Talk	2p-3p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 2:59 PM The Talk 2p-3p :30 INSNTV02GP \$250.00 NM									
26	10/01/12	10/01/12	M-F NewsChannel 32	5p-6p	M-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 5:49 PM M-F NewsChannel 32 5p-6p :30 INSNTV02GP \$750.00 NM									
28	10/01/12	10/01/12	M-F NewsChannel 32 6	6p-630p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 6:21 PM M-F NewsChannel 32 6 6p-630p :30 INSNTV02GP \$800.00 NM									
30	10/01/12	10/01/12	M-F CBS Evening News	630p-7p	M-----	:30	1	\$1,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 6:50 PM M-F CBS Evening News 630p-7p :30 INSNTV02GP \$1,250.00 NM									
32	10/01/12	10/01/12	Wheel of Fortune	7p-730p	M-----	:30	1	\$1,200.00	NM



Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
954001-2	10/07/12	October 2012	10/01/12 - 10/01/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	995	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	10/01/12	10/01/12	Wheel of Fortune	7p-730p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 7:12 PM Wheel of Fortune 7p-730p :30 INSNTV02GP \$1,200.00 NM									
34	10/01/12	10/01/12	Jeopardy	730p-8p	M-----	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLKY M 10/01/12 7:35 PM Jeopardy 730p-8p :30 INSNTV02GP \$1,400.00 NM									
<u>Total Spots</u>							16		

Payment Terms 30 Days

<u>Gross Total</u>	\$8,975.00
<u>Agency Commission</u>	\$1,346.25
<u>Net Amount Due</u>	\$7,628.75

DUPLICATE

INVOICE



WLKY-TV
1918 Mellwood Ave.
Louisville, KY 40206
Main: (502)893-3671
Billing: (410)338-6432

www.wlky.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

Invoice #	Invoice Date	Invoice Month	Invoice Period
962046-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	1097

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	962046	07910865

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/19/12	NewsChannel 32 5a-53	5a-530a	- T - F - -	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	- T - F - -	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	10/16/12	5:19 AM	NewsChannel 32 5a-53	5a-530a	:30	INSNTV03GPH	\$400.00 NM
2	WLKY	F	10/19/12	5:19 AM	NewsChannel 32 5a-53	5a-530a	:30	INSNTV03GPH	\$400.00 NM
2	10/22/12	10/22/12	NewsChannel 32 5a-53	5a-530a	M - - - - -	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M - - - - -	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/22/12	5:09 AM	NewsChannel 32 5a-53	5a-530a	:30	INSNTV03GPH	\$400.00 NM
3	10/16/12	10/19/12	NewsChannel 32 530a-	530a-6a	- TW- F - -	:30	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	- TW- F - -	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	10/16/12	5:41 AM	NewsChannel 32 530a-	530a-6a	:30	INSNTV03GPH	\$550.00 NM
2	WLKY	W	10/17/12	5:40 AM	NewsChannel 32 530a-	530a-6a	:30	INSNTV03GPH	\$550.00 NM
3	WLKY	F	10/19/12	5:39 AM	NewsChannel 32 530a-	530a-6a	:30	INSNTV03GPH	\$550.00 NM
4	10/17/12	10/18/12	NewsChannel 32 6a-7a	6a-7a	- - WT - - -	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	- - WT - - -	2	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	W	10/17/12	6:29 AM	NewsChannel 32 6a-7a	6a-7a	:30	INSNTV03GPH	\$600.00 NM
2	WLKY	Th	10/18/12	6:10 AM	NewsChannel 32 6a-7a	6a-7a	:30	INSNTV03GPH	\$600.00 NM
5	10/22/12	10/22/12	NewsChannel 32 6a-7a	6a-7a	M - - - - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M - - - - -	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/22/12	6:59 AM	NewsChannel 32 6a-7a	6a-7a	:30	INSNTV03GPH	\$600.00 NM
6	10/16/12	10/18/12	Early Show 1	7a-8a	- TWT - - -	:30	3	\$400.00	NM



Send Payment To:

WLKY-TV
PO Box 26880
Lehigh Valley, PA 18002-6880

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
962046-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	1097	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWT---	3	\$400.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WLKY	Tu	10/16/12	7:29 AM	Early Show 1	7a-8a	:30	INSNTV03GPH	\$400.00	NM
2 WLKY	W	10/17/12	7:29 AM	Early Show 1	7a-8a	:30	INSNTV03GPH	\$400.00	NM
3 WLKY	Th	10/18/12	7:29 AM	Early Show 1	7a-8a	:30	INSNTV03GPH	\$400.00	NM
7	10/16/12	10/19/12	Early Show 2	8a-9a	-TW-F--	:30	3	\$300.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TW-F--	3	\$300.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3 WLKY	Tu	10/16/12	8:24 AM	Early Show 2	8a-9a	:30	INSNTV03GPH	\$300.00	NM
1 WLKY	W	10/17/12	8:23 AM	Early Show 2	8a-9a	:30	INSNTV03GPH	\$300.00	NM
2 WLKY	F	10/19/12	8:54 AM	Early Show 2	8a-9a	:30	INSNTV03GPH	\$300.00	NM
8	10/16/12	10/19/12	M-F NewsChannel 32 N	12p-1p	-TWTF--	:30	4	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$450.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 WLKY	Tu	10/16/12	12:23 PM	M-F NewsChannel 32 N	12p-1p	:30	INSNTV03GPH	\$450.00	NM
4 WLKY	W	10/17/12	12:29 PM	M-F NewsChannel 32 N	12p-1p	:30	INSNTV03GPH	\$450.00	NM
3 WLKY	Th	10/18/12	12:52 PM	M-F NewsChannel 32 N	12p-1p	:30	INSNTV03GPH	\$450.00	NM
1 WLKY	F	10/19/12	12:27 PM	M-F NewsChannel 32 N	12p-1p	:30	INSNTV03GPH	\$450.00	NM
9	10/22/12	10/22/12	M-F NewsChannel 32 N	12p-1p	M-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$450.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WLKY	M	10/22/12	12:24 PM	M-F NewsChannel 32 N	12p-1p	:30	INSNTV03GPH	\$450.00	NM
10	10/16/12	10/19/12	M-F 1p-130p	1-130p	-TWTF--	:30	4	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$300.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 WLKY	Tu	10/16/12	1:18 PM	M-F 1p-130p	1-130p	:30	INSNTV03GPH	\$300.00	NM
1 WLKY	W	10/17/12	1:29 PM	M-F 1p-130p	1-130p	:30	INSNTV03GPH	\$300.00	NM
3 WLKY	Th	10/18/12	1:12 PM	M-F 1p-130p	1-130p	:30	INSNTV03GPH	\$300.00	NM
4 WLKY	F	10/19/12	1:26 PM	M-F 1p-130p	1-130p	:30	INSNTV03GPH	\$300.00	NM
11	10/22/12	10/22/12	M-F 1p-130p	1-130p	M-----	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$300.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WLKY	M	10/22/12	1:09 PM	M-F 1p-130p	1-130p	:30	INSNTV03GPH	\$300.00	NM
12	10/16/12	10/19/12	M-F NewsChannel 32	5p-6p	-TWTF--	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$850.00				
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WLKY	Tu	10/16/12	5:49 PM	M-F NewsChannel 32	5p-6p	:30	INSNTV03GPH	\$850.00	NM
4 WLKY	W	10/17/12	5:39 PM	M-F NewsChannel 32	5p-6p	:30	INSNTV03GPH	\$850.00	NM
2 WLKY	Th	10/18/12	5:56 PM	M-F NewsChannel 32	5p-6p	:30	INSNTV03GPH	\$850.00	NM

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Lehigh Valley, PA 18002-6880

DUPLICATE INVOICE

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Invoice #	Invoice Date	Invoice Month	Invoice Period
962046-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	1097	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/16/12	10/19/12	M-F NewsChannel 32	5p-6p	- TWTF - -	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WLKY F 10/19/12 5:49 PM M-F NewsChannel 32 5p-6p :30 I NSNTV03GPH \$850.00 NM									
13	10/22/12	10/22/12	M-F NewsChannel 32	5p-6p	M- - - - -	:30	1	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M- - - - - 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 10/22/12 5:57 PM M-F NewsChannel 32 5p-6p :30 I NSNTV03GPH \$850.00 NM									
14	10/16/12	10/19/12	M-F NewsChannel 32 6	6p-630p	- TWTF - -	:30	4	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 - TWTF - - 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Tu 10/16/12 6:09 PM M-F NewsChannel 32 6 6p-630p :30 I NSNTV03GPH \$900.00 NM									
2 WLKY W 10/17/12 6:27 PM M-F NewsChannel 32 6 6p-630p :30 I NSNTV03GPH \$900.00 NM									
4 WLKY Th 10/18/12 6:29 PM M-F NewsChannel 32 6 6p-630p :30 I NSNTV03GPH \$900.00 NM									
3 WLKY F 10/19/12 6:28 PM M-F NewsChannel 32 6 6p-630p :30 I NSNTV03GPH \$900.00 NM									
15	10/22/12	10/22/12	M-F NewsChannel 32 6	6p-630p	M- - - - -	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M- - - - - 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 10/22/12 6:23 PM M-F NewsChannel 32 6 6p-630p :30 I NSNTV03GPH \$900.00 NM									
16	10/19/12	10/19/12	M-F CBS Evening News	630p-7p	- - - - F - -	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 - - - - F - - 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY F 10/19/12 6:51 PM M-F CBS Evening News 630p-7p :30 I NSNTV03GPH \$1,500.00 NM									
17	10/22/12	10/22/12	M-F CBS Evening News	630p-7p	M- - - - -	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M- - - - - 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 10/22/12 6:51 PM M-F CBS Evening News 630p-7p :30 I NSNTV03GPH \$1,500.00 NM									
18	10/16/12	10/18/12	Wheel of Fortune	7p-730p	- T- T- - -	:30	2	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 - T- T- - - 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Tu 10/16/12 7:13 PM Wheel of Fortune 7p-730p :30 I NSNTV03GPH \$1,400.00 NM									
2 WLKY Th 10/18/12 7:12 PM Wheel of Fortune 7p-730p :30 I NSNTV03GPH \$1,400.00 NM									
19	10/17/12	10/18/12	Jeopardy	730p-8p	- - WT- - -	:30	2	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 - - WT- - - 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY W 10/17/12 7:43 PM Jeopardy 730p-8p :30 I NSNTV03GPH \$1,700.00 NM									
2 WLKY Th 10/18/12 7:53 PM Jeopardy 730p-8p :30 I NSNTV03GPH \$1,700.00 NM									
20	10/22/12	10/22/12	Jeopardy	730p-8p	M- - - - -	:30	1	\$1,700.00	NM



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DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
962046-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	1097	

www.wlky.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	M	10/22/12	7:35 PM	Jeopardy	730p-8p	:30	INSNTV03GPH	\$1,700.00 NM
22	10/18/12	10/19/12	M-Su NewsChannel 32	11p-1135p	---TF--	:30	2	\$1,400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	2	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	Th	10/18/12	11:30 PM	M-Su NewsChannel 32	11p-1135p	:30	INSNTV03GPH	\$1,400.00 NM
1	WLKY	F	10/19/12	11:32 PM	M-Su NewsChannel 32	11p-1135p	:30	INSNTV03GPH	\$1,400.00 NM
23	10/16/12	10/16/12	NCIS	8p-9p	-T-----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-T-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Tu	10/16/12	8:37 PM	NCIS	8p-9p	:30	INSNTV03GPH	\$4,500.00 NM
24	10/17/12	10/17/12	Criminal Minds	9p-10p	--W----	:30	1	\$3,750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--W----	1	\$3,750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	W	10/17/12	9:35 PM	Criminal Minds	9p-10p	:30	INSNTV03GPH	\$3,750.00 NM
25	10/19/12	10/19/12	Blue Bloods	10p-11p	----F--	:30	1	\$2,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$2,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	F	10/19/12	10:32 PM	Blue Bloods	10p-11p	:30	INSNTV03GPH	\$2,800.00 NM
26	10/20/12	10/20/12	NewsChannel32 Sa 5a-	5a-6a	-----S-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Sa	10/20/12	5:41 AM	NewsChannel32 Sa 5a-	5a-6a	:30	INSNTV03GPH	\$350.00 NM
27	10/20/12	10/20/12	NewsChannel 32 Sa 6a	6a-8a	-----S-	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Sa	10/20/12	6:08 AM	NewsChannel 32 Sa 6a	6a-8a	:30	INSNTV03GPH	\$450.00 NM
28	10/20/12	10/20/12	CBS Sat Morning News	8a-10a	-----S-	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Sa	10/20/12	9:29 AM	CBS Sat Morning News	8a-10a	:30	INSNTV03GPH	\$450.00 NM
29	10/21/12	10/21/12	Sun Extended Late N	1130p-1200am	-----S	:30	1	\$750.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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DUPLICATE INVOICE

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Invoice #	Invoice Date	Invoice Month	Invoice Period
962046-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	1097	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
29	10/21/12	10/21/12	Sun Extended Late N	1130p-1200am	-----S	:30	1	\$750.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Su 10/21/12 12:37 AM Sun Extended Late N 1130p-1200am :30 INSNTV03GPH \$750.00 NM									
LR - Football									
30	10/16/12	10/18/12	M-F 430a-5a	430-5a	-TWT---	:30	3	\$150.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWT--- 3 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WLKY Tu 10/16/12 4:48 AM M-F 430a-5a 430-5a :30 INSNTV03GPH \$150.00 NM									
3 WLKY W 10/17/12 4:50 AM M-F 430a-5a 430-5a :30 INSNTV03GPH \$150.00 NM									
1 WLKY Th 10/18/12 4:40 AM M-F 430a-5a 430-5a :30 INSNTV03GPH \$150.00 NM									
31	10/22/12	10/22/12	M-F 430a-5a	430-5a	M-----	:30	1	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M----- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY M 10/22/12 4:48 AM M-F 430a-5a 430-5a :30 INSNTV03GPH \$150.00 NM									
32	10/21/12	10/21/12	NFL Game 1 (Double)	1p-4p	-----S	:30	1	\$4,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 2 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WLKY Su 10/21/12 NFL Game 1 (Single) 1p-5p :00 \$4,000.00 NM									
See MG 32.2									
2 WLKY Su 10/21/12 2:26 PM NFL Game 1 (Double) 1p-4p :30 INSNTV03GPH \$4,000.00 NM									
MG for 32.1 10/21									
3 WLKY Su 10/21/12 2:35 PM NFL Game 1 (Double) 1p-4p :30 INSNTV03GPH \$4,000.00 NM									
Total Spots							57		

Payment Terms 30 Days

<u>Gross Total</u>	\$54,600.00
<u>Agency Commission</u>	\$8,190.00
<u>Net Amount Due</u>	\$46,410.00